

Service Area Plan

Virginia Employment Commission

Job Placement Services (47001)

Service Area Background Information

Service Area Description

This service area implements programs and processes that provide assistance to employers, who are seeking to hire qualified workers and to workers who are seeking employment.

- The Employment Service (or Job Service), established by the Wagner-Peyser Act of 1933, makes available job search assistance to individuals, and recruiting and referral services to employers.

- Services to employers include screening and referring applicants for job vacancies, and providing critical labor market information for business and economic planning. Employers may participate in local Employer Advisory Committees in order to become aligned closer with VEC and give feedback on the delivery of services.

- Services to workers include job referral and placement, referral to training, and job search skills building activities. Services are available universally to anyone eligible to work in the United States.

- Special programs and services are administered by VEC on behalf of job seekers and employers that provide job placement services for special groups. These include:

- o□ Case management, placement assistance, and transition services for veterans of military service, regardless of when the service occurred. Veterans of the U.S. military receive priority of service, in accordance with Federal law and regulations, in all of the job placement services.

- o□ Certification of agricultural and non-agricultural foreign workers.

- o□ Rapid response assistance for displaced workers from businesses who are downsizing a significant number of workers, or who are going out of business. Support is also provided for the impacted business as well.

- o□ Provision of services to migrant and seasonal farm workers.

- o□ Job placement and unemployment assistance to workers and businesses who are impacted by US import/export policies that result in downsizing a workforce or going out of business.

- o□ Also, included are the administrative and support services necessary to support the functions of this service area.

Service Area Alignment to Mission

This service area directly aligns with the VEC's mission of promoting economic growth and stability in the Commonwealth by providing job placement assistance and services. To accomplish the mission, the partnerships with other workforce development stakeholders will be strengthened, staff will be empowered and given opportunities to develop and enhance their skills, and innovative ways to use technology to enhance the delivery of services will be explored.

Service Area Plan

Virginia Employment Commission

Job Placement Services (47001)

Service Area Statutory Authority

- Virginia Unemployment Compensation Act, Section 60.2-113 (Employment Stabilization) – Directs the VEC to establish a viable labor exchange system to promote maximum employment for the Commonwealth of Virginia with priority given to those workers drawing unemployment benefits.
- Wagner-Peyser Act of 1933 – Directs the establishment of a national network of public labor exchange offices operated by the States, but funded by the Federal government through the United States Department of Labor.
- Workforce Investment Act of 1998 – Establishes a framework for the seamless delivery of workforce services to businesses and citizens from federally funded workforce agencies through a network of one-stop locations.
- Migrant and Seasonal Agricultural Worker Protection Act – Establishes guidelines and regulations for processing agricultural and seasonal job orders, and for registering farm labor contractors and their employees.
- Small Business Job Protection Act of 1996 – Federal legislation that provides tax relief for small businesses to protect jobs, to create opportunities, to increase the take home pay of workers, to amend the Portal-to-Portal Act of 1947 relating to the payment of wages to employees who use employer owned vehicles, and to amend the Fair Labor Standards Act of 1938 to increase the minimum wage rate and to prevent job loss by providing flexibility to employers in complying with minimum wage and overtime requirements under that Act.
- Trade Adjustment Assistance (Trade Act of 1974, as amended) – Establishes programs to assist individuals who have become unemployed as a result of increased imports from, or shifts in production to, foreign countries.
- North American Free Trade Agreement (NAFTA) – Establishes programs to assist individuals who have become unemployed as a result of increased imports from, or shifts in production to, specifically Canada and/or Mexico.
- Job for Veterans Act – Federal legislation that provides guidance on regulations that require priority of service to military veterans by US Department of Labor-funded workforce programs.
- Job Counseling, Training, and Placement Services for Veterans (38 U.S.C. 4100) – Establishes the organization structure for the delivery of employment services to military veterans by the United States Employment Service; requires preference be given to veterans by Federal contractors; establishes Uniformed Services Employment and Reemployment Rights Act (USERRA) for veterans.
- Immigration Reform and Control Act of 1986 – Federal legislation that was passed to control unauthorized immigration to the United States. This is the legislation that established the “I-9” process.
- Worker Adjustment and Retraining Notification Act – Federal legislation that offers protection to workers, their families, and communities by requiring notice 60 days in advance of covered plant closings and covered mass layoffs. “Rapid Response” services are automatically triggered by WARN.

Service Area Customer Base

Customer(s)	Served	Potential
	0	0
	0	0
Employers	15,000	200,000
Job Seekers	340,000	500,000
State, regional & local economic development professionals	50	150

Service Area Plan

Virginia Employment Commission

Job Placement Services (47001)

Anticipated Changes In Service Area Customer Base

Factors Impacting Customer Base:

- Development of an on-line system that will allow job seekers to register for assistance looking for employment electronically. Historically, a person looking for a job could register with VEC only by either appearing in person in a VEC local office, or by completing and returning a mail-in registration packet. It is anticipated that this new method of registering for job placement services from VEC will be operational by the fall of 2005.
- Continue to enhance technologies for system automation to streamline the delivery of services to customers with efficient use of staffing resources.
- Development of operational procedures to accommodate newly implemented system services.

Anticipated Customer Change:

The number of customers accessing job placement services should increase as technology is employed to make such access easier and unrestricted by location and traditional office hours of operation. The diversity and the spectrum of customers should also increase.

Service Area Partners

Business organizations, such as Chambers of Commerce. and others

Service Area Partners

Employer Advisory Committees (EACs)

Service Area Partners

Local Workforce Investment Boards (17

Service Area Partners

Mandatory state program partners in the Virginia Workforce Network.

Workforce Investment Act (WIA) partners, which include, but are not limited to: ·□Virginia Department of Rehabilitative Services ·□Virginia Department of Social Services ·□Virginia Community College System

Service Area Partners

Migrant and Seasonal Farmworker Advisory Board

Service Area Partners

State and local economic development offices and agencies

Service Area Partners

Veterans Employment and Training Services for Virginia (VETS)

Service Area Partners

Virginia Workforce Council

Service Area Partners

Voluntary local and state partners in workforce development.

Examples of voluntary partners include, but are not limited to: ·□Faith-based organizations ·□Economic development agencies and organizations ·□Veterans organizations, such as VFW, American Legion, DVA, and others

Service Area Plan

Virginia Employment Commission

Job Placement Services (47001)

Service Area Products and Services

- Employers have access to the state's largest pool of qualified workers and job seekers and related services to support their workforce and economic development needs. Such services include:
 - ☐ Assistance in finding qualified workers, including job listing and applicant screening services;
 - ☐ Provide and coordinate interview facilities;
 - ☐ Participate in, provide information on, and provide referral to business start-up, retention, and expansion services;
 - ☐ Information on and referral to customized training programs; and
 - ☐ Information on labor markets, workplace accommodations, and tax credits for new hires.
- Job seekers have universal access to services designed to prepare them for job search, job advancement, and/or career change. Veterans of military service who are seeking employment receive priority consideration in these services. Such services include:
 - ☐ Access to the state's largest database of job openings;
 - ☐ Job, career, and skill self-assessment tools and other assessment services;
 - ☐ Career, job, and labor market information;
 - ☐ Resume writing software and support materials;
 - ☐ Directories of human service agencies and employers; and
 - ☐ Information on and/or direct assistance obtaining occupational and on-the-job training available through the system.

Service Area Plan

Virginia Employment Commission

Job Placement Services (47001)

Factors Impacting Service Area Products and Services

- The challenges of diminishing resources as the dollars allocated by the U.S. Department of Labor are reduced for the programs of the VEC will impact the services available from the Agency. In light of this challenge, VEC is aggressively pursuing alternate sources of revenue, such as grants. Additionally, the VEC is developing strategies to streamline the delivery of services and to explore alternate ways of delivering services. The successes of these efforts will result in the ability of VEC to deliver workforce services to customers at the highest degree.
- The Workforce Investment Act of 1998 (WIA) is up for reauthorization in Congress, and the resulting legislation may further impact the resources available to VEC to deliver job placement services.
- The Virginia General Assembly has authorized a study of the delivery of workforce services in the Commonwealth that may impact the programs and services that are delivered by VEC. This study will be reported to the General Assembly before they reconvene in January 2006.
- As the economy in Virginia fluctuates, so does the demand for the job placement services rendered by VEC. With the unemployment rate relatively low in the majority of the state, there is an increased demand on the VEC to provide recruitment assistance to employers. However, there are still areas of the Commonwealth where businesses are cutting back and closing their doors due to a variety of factors. In these areas there are increased demands for transition services for job seekers and assistance in finding the next job. VEC must balance these demands of its customers.

Anticipated Changes To Service Area Products and Services

- VEC continues to explore technology to the fullest extent possible to allow employers and job seekers to access the job placement services of the Agency. Financial and human resources are not unlimited, however. It is projected that despite dwindling resources, VEC will serve an ever-increasing number of customers. This will place a heavier demand on existing staff. Given this condition, the use of available technology will be maximized.
- VEC will aim to consolidate efforts where possible in order to eliminate redundancy and to more efficiently and effectively deliver services to all customers.
- VEC continues to explore and develop self-help services for employers and job seekers who need minimal staff assistance to satisfy workforce service needs.
- VEC, like nearly all other agencies and many businesses, is facing the retirement of long-term, key staff as the "baby-boomers" approach retirement age. The successful transfer of knowledge and expertise to the next generation of agency leaders is critical to the Agency's ability to fulfill its mission and objectives.
- As noted in the prior section, discussions and debates in Congress and in the Virginia General Assembly could significantly impact the products and services of the VEC, and the method of delivering these products and services. The leadership of the Agency remains focused on the vision, mission, and objectives of the organization, but with the greatest degree of flexibility and adaptability possible.

Service Area Financial Summary

This service area is primarily funded by federal grants. FY 2005 federal revenue for this service area was approximately \$32.6 million. General funds are appropriated to cover certain charges from VITA, which are unallowable to federal grants.

	<u>Fiscal Year 2007</u>		<u>Fiscal Year 2008</u>	
	General Fund	Nongeneral Fund	General Fund	Nongeneral Fund
Base Budget	\$40,690	\$36,074,077	\$40,690	\$36,074,077
Changes To Base	\$786	(\$1,572,129)	\$786	(\$1,572,129)
SERVICE AREA TOTAL	\$41,476	\$34,501,948	\$41,476	\$34,501,948

Service Area Plan

Virginia Employment Commission

Job Placement Services (47001)

Service Area Objectives, Measures, and Strategies

Objective 47001.01

1. Measure and report the number of job seekers, who successfully find new employment after receiving job placement services from the VEC.

1.□ Measure and report the number of job seekers, regardless of current employment status at the time of registration with VEC, who successfully find new employment after receiving job placement services from the VEC. This objective demonstrates the result of the efforts to provide assistance in seeking and retaining employment by job seekers, and in assisting employers in finding qualified workers for their job vacancies.

□ This objective also aligns with the second of the eight stated long-term objectives for Virginia: Be a national leader in the preservation and enhancement of our economy.

This Objective Supports the Following Agency Goals:

- Lead the development and implementation of the state workforce system.
- Develop a high performance and customer focused agency workforce.
- Strengthen and expand the agency's internal and external communications.
- Create efficient and aligned business processes and service delivery systems.

This Objective Has The Following Measure(s):

● **Measure 47001.01.00**

Entered Employment rate

Measure Type: Outcome

Measure Frequency: Quarterly

Measure Baseline: New Measure; baseline will be established using FY06 data.

Measure Target: Meet or exceed FY06 baseline for each quarter of FY07

Measure Source and Calculation:

Jobseeker data will be entered into the Wagner-Peyser automated system. The Entered Employment Rate calculation will be the ratio of 'Entered Employment' job seekers to the total number of jobseekers who received their last service from the VEC during the report period. Also reported will be the actual number of workers who are used to calculate the Entered Employment rate, (Effective July 1, 2005, due to change to reporting imposed by the US Department of Labor, the official ETA 9002 report will not reflect the entered employment rate for persons who are already employed when registering for services from VEC. A modified ETA 9002 report will be used to report entered employment activity on all job seekers both employed and unemployed at the time of registration with VEC for job placement assistance.)

Objective 47001.01 Has the Following Strategies:

Service Area Plan

Virginia Employment Commission

Job Placement Services (47001)

- ☐ Educate all Field Operations staff of central office and local office functions. Promote VEC and partner services, and educate business and local officials of the services.
- ☐ Promote workforce and economic development collaboration to develop and identify job placement and job referral opportunities for job seekers and employers, respectively.
- ☐ Establish system strategy for better resource utilization in provision of services to job seekers and employers.
- ☐ Recruit, retain, and assign qualified staff to deliver quality customer services based on defined performance standards and competencies.
- ☐ Better utilize available technology in the delivery of workforce services.
- ☐ Enhance the primary operations and programs of local office operations to be user-friendly and efficient so that current resources can support them.

Service Area Plan

Virginia Employment Commission

Unemployment Insurance Services (47002)

Service Area Background Information

Service Area Description

This Service Area implements programs and processes that provide temporary income assistance to qualified individuals that become unemployed or are faced with reduced employment. The main objectives for this Service Area are to alleviate hardship for the unemployed, prevent unemployment, promote reemployment and provide stability to the economy.

□ The Unemployment Insurance System was created by the Social Security Act of 1935 in response to chaotic economic conditions created by the "Great Depression." The program was established and continues today as a joint partnership between the states and the federal government. It is administered by states with oversight by the U.S. Department of Labor. The federal government collects the Federal Unemployment Tax (FUTA) to administer the state-run Employment Security Programs nationwide. The states are required to collect state unemployment taxes that are placed in a Trust Fund from which benefits are paid to eligible unemployed workers. Federal law provides certain requirements and guidelines but individual states determine many requirements related to eligibility, benefit levels, and tax rates for employers.

· □ In addition to the state Unemployment Insurance Program this Service Area administers the following federal temporary income assistance programs:

o □ UCFE – Unemployment Compensation for Former Federal Employees.

o □ UCX – Unemployment Compensation for Ex-Military Personnel

o □ DUA – Disaster Unemployment Assistance

o □ TRA/TAA – Unemployment Assistance to workers impacted by U.S. import/export policies that result in downsizing and business closures.

o □ Federal Extended Benefits – Federal legislated programs that provide additional income assistance to individuals unemployed for long periods due to severe economic conditions.

· □ Administratively this Service Area is organized into three components:

o □ Tax – This component establishes employer liability for state UI taxes used to fund the benefits paid to eligible claimants, collects UI taxes when due, monitors employer accounts through a program of audits, and follows up on delinquent accounts for collection.

o □ Benefits – This component determines eligibility for unemployment insurance benefits when claims are filed, adjudicates eligibility issues, and pays benefits when due.

o □ Appeals – This component handles resolution of disputed UI claims through a two-tiered appeals process (First Level Appeals and Commission Appeals). The Office of Commission Appeals is the final administrative adjudicative authority in disputed benefit and tax liability cases.

Additionally, this Service Area operates several programs to maximize integrity, detect fraud, and determine over/under payments:

o □ Benefit Payment Control Program

o □ Eligibility Review Program

o □ Benefit Accuracy Measure Program

o □ Also, included are the administrative and support services necessary to support the functions of this service area.

Service Area Alignment to Mission

This Service Area aligns with the VEC's mission by providing Temporary Income Support to qualified individuals as they seek to become suitably reemployed.

Service Area Statutory Authority

· □ Social Security Act of 1935 (42 U.S.C. § 500 et seq.)

· □ Virginia Unemployment Compensation Act (Section 60.2 Code of Virginia)

· □ Federal Unemployment Tax Act (26 U.S.C. § 3300 et seq.)

Service Area Plan

Virginia Employment Commission

Unemployment Insurance Services (47002)

Service Area Customer Base

Customer(s)	Served	Potential
Employer	172,785	179,000
Unemployed Worker	303,136	3,674,434

Anticipated Changes In Service Area Customer Base

Unemployed Worker:

·□ Historically as the economy improves, the number of unemployed workers is expected to decrease, resulting in fewer unemployment claims being filed and a reduction in the unemployment benefits being paid. This should result in the unemployed worker returning to the labor force more quickly and a reduction in the average number of weeks that they are paid benefits. Service to the unemployed worker will be increasingly performed using the Internet and by telephone, with our Customer Contact Centers, as the agency reduces the number of field offices, throughout the state.

Employers:

·□ Virginia anticipates adding approximately 1,500 new employers to the state during CY 2006 and CY 2007. Virginia's economic assumption indicates that professional and business services, supported by defense and homeland security, will increase by 3.0% in CY 2006 and 2.9% in CY 2007. A large amount of building activity is expected, so construction employment will grow by 3.5 % in CY 2006 and 1.3% in CY 2007, further boosted by preparations and renovations for the 400th anniversary of Jamestown in CY 2007. Nonagricultural employment should grow by 1.2% in CY 2006. The manufacturing industry will continue to experience the loss of jobs and a major airline failure could cause more loss of jobs in Virginia. The anticipated improvement in the economy will reduce the total amount of unemployment benefits paid to the unemployed worker. This could result in a lower tax rate for employers beginning in 2007 and improved solvency of the UI Trust Fund. As Virginia continues to bring new businesses to the state the number of unemployed workers should decrease. Services to employers, concerning unemployment claims, will be increasingly performed in our Customer Contact Centers, as the agency reduces the number of field offices, throughout the state.

Service Area Plan

Virginia Employment Commission

Unemployment Insurance Services (47002)

Service Area Partners

Dept. of Housing and Urban Development

Service Area Partners

Internal Revenue Service

Service Area Partners

Local Government Entities

Service Area Partners

Social Security Administration

Service Area Partners

State Employment Security Agencies nationwide

Service Area Partners

U. S. Department of Labor

Service Area Partners

Virginia Department of Social Services

Service Area Partners

Virginia Department of Taxation

Service Area Partners

Workforce Investment Act One-Stop Centers

Service Area Products and Services

- **Unemployed Worker:** This Service Area provides convenient user-friendly service access for unemployed workers to have claims for unemployment compensation processed through the Internet, through either of two Customer Contact Centers, or through our network of local offices throughout the state. Further, efforts are made to continuously increase the quality of service delivery by providing timely handling of claim eligibility issues and the prompt payment of benefits when due. Additionally, prompt, convenient information on the status of claim activity is provided to the unemployed worker through a telephonic Interactive Voice Response system.

Employer: This Service Area provides employers' opportunities for individual attention through our network of Tax Representatives located in our local offices throughout the state. This interaction can include education in employers' obligations under federal and state laws regarding unemployment insurance to ensure employers are knowledgeable and positioned to operate their businesses to meet these requirements. Employers are provided convenient on-line services for registering and quarterly reporting through our Ifile/Ireg systems as well as our mail-in process. They are also often provided the opportunity to have on-site mass claims taking for the convenience of their employees and their business operations.

Service Area Plan

Virginia Employment Commission

Unemployment Insurance Services (47002)

Factors Impacting Service Area Products and Services

- Reduced funding by the U.S. Department of Labor will provide a significant challenge to maintaining a high level of customer service as resources diminish. The VEC is continuously seeking ways to streamline delivery of service and pursue alternate sources of revenue through grants, etc. in order to meet this challenge
- The VEC is further challenged by its aged automated systems, which make positive changes to its systems very difficult and often impossible

Anticipated Changes To Service Area Products and Services

- The VEC will continue to explore and implement effective means of service delivery and explore technology avenues and new automated systems as resources permit.

Service Area Financial Summary

This service area is primarily funded by federal benefit and administrative grants in addition to the Unemployment Insurance Trust Fund. FY2005 revenue for this service area was approximately \$48.6M for federal benefits and \$48.6M for administrative grants in addition to \$541.6M in the Unemployment Insurance Trust Fund. General funds are appropriated to cover certain charges from VITA, which are unallowable to federal grants.

	<u>Fiscal Year 2007</u>		<u>Fiscal Year 2008</u>	
	General Fund	Nongeneral Fund	General Fund	Nongeneral Fund
Base Budget	\$38,434	\$485,261,101	\$38,434	\$485,261,101
Changes To Base	\$744	\$34,247,263	\$744	\$46,379,397
SERVICE AREA TOTAL	\$39,178	\$519,508,364	\$39,178	\$531,640,498

Service Area Plan
Virginia Employment Commission
Unemployment Insurance Services (47002)

Service Area Objectives, Measures, and Strategies

Objective 47002.01

Meet or exceed the United States Department of Labor standard of 87 percent for first payments of unemployment insurance benefits made within 14 days of the first compensable week.

Created by the Social Security Act of 1935, the unemployment insurance system is administered by each state, the District of Columbia, Puerto Rico, and the Virgin Islands with oversight by the U.S. Department of Labor. Federal law provides the guidelines, but the 53 jurisdictions determine many requirements related to eligibility and benefit levels. Alleviating hardship, the system's primary aim, is accomplished by partly replacing the lost wages in a timely and efficient manner for unemployed individuals who have a demonstrated attachment to the workforce.

This Objective Supports the Following Agency Goals:

- Create efficient and aligned business processes and service delivery systems.

This Objective Has The Following Measure(s):

- **Measure 47002.01.00**

First payment time lapse. Payments were made within 14 days of the first compensable week.

Measure Type: Outcome

Measure Frequency: Quarterly

Measure Baseline: 86.7% (CY2004)

Measure Target: Equal to or greater than 87% for CY2006 & CY2007

Measure Source and Calculation:

Data is collected from the Virginia Automated Benefits System payment records. The time-lapse figures are calculated by matching the date the first benefit check is issued with the first eligible week ending date of unemployment benefits paid to individuals. The VEC's Economic Information Services division reports this data on a monthly basis to the regional office of the U.S Department of Labor.

Objective 47002.01 Has the Following Strategies:

- - Reevaluate business processes for feasibility of additional refinements to facilitate more timely process flow.
 - Examine additional utilization of available technology in the delivery of Unemployment Insurance Services.
 - Educate all Field Operations staff of central office, local office, and customer contact centers of performance standards and related requirements.
 - Recruit, retain, and assign qualified staff to deliver quality customer services based on defined performance standards and competencies.

Service Area Plan

Virginia Employment Commission

Workforce Development Services (47003)

Service Area Background Information

Service Area Description

The Workforce Development Services Area includes intensive and training services for the employers, job seekers and workers of Virginia delivered through a one-stop delivery system known as the Virginia WORKforce Network. Internally, they are combined with the services of the Job Placement, Unemployment Insurance and Economic Development areas. The network is present in 17 geographically based local workforce areas that cover all of Virginia, with approximately 40 comprehensive service center locations. This service area includes the Adult, Dislocated Worker and Youth activities of the Workforce Investment Act, as well as the Trade and Veterans Programs. Combined, these programs represent 7 of the 14 workforce programs that are administered by various State agencies and required by the Workforce Investment Act to be present and participate in a one-stop delivery system. By leveraging services and resources through unified planning for these 7 programs within a single agency, the Virginia Employment Commission is well positioned to be Virginia's first choice in workforce services as stated in the agency vision. Beyond program service provision, this Service Area is responsible for building the integrated delivery system that coordinates the various programs delivered by other State agencies through the Virginia WORKforce Network. In addition, the Service Area provides staff assistance to the Virginia Workforce Council in order to allow that body to meet its charge to act as the principal advisor to the Governor regarding the workforce development system and its efforts to create a strong workforce aligned with employer needs. Also, included are the administrative and support services necessary to support the functions of this service area.

Service Area Alignment to Mission

The service area provides the programs that comprise the transition and training services that the Agency develops and coordinates through the one stop delivery system known as the Virginia WORKforce Network. Additional coordination of workforce services beyond these specific programs is also the responsibility of the Workforce Investment Act. Additionally, on behalf of the Virginia Workforce Council, this service area provides policy development assistance for the Workforce Investment Act and other directives issued by the Virginia Workforce Council.

Service Area Statutory Authority

Public Law 105-220 Establishes the Workforce Investment Act of 1998 and the required programs and services that are to be delivered by States.

20 CFR Part 652 sets forth the attendant rules and regulations for use by States in implementing and administering the Workforce Investment Act.

§ 2.2-2670 of the Code of Virginia gives responsibility for the implementation of WIA in Virginia and staffing of the Virginia Workforce Council to the Virginia Employment Commission.

Title 38 of the United States Code, Chapter 41, governs the operations of the nationwide Employment Service agencies in serving as contractors for the national programs of Disabled Veterans' Outreach (DVOP) program and Local Veterans Employment Representatives (LVER).

Public Law 107-288, signed by the President in November of 2002, amends Title 38 to revise and improve employment, training and placement services to veterans.

The Trade Act of 1974, as amended (P.L.93-618, as amended) by the Trade Act of 2002 (P.L. 107-210)

Public Law 100-379 (29 U.S.C. §2101 et. seq.), The Worker Adjustment and Retraining Notification Act of 1988

Service Area Plan

Virginia Employment Commission

Workforce Development Services (47003)

Service Area Customer Base

Customer(s)	Served	Potential
Employers Receiving Rapid Response Services	115	230
Rapid Response Participants	11,800	23,600
Trade Act Reemployment Services (as of 3rd quarter)	6,895	139,661
Trade Act Training (as of 3rd quarter)	2,196	139,661
Veterans Program Participants (PY03)	42,531	786,359
Virginia Workforce Council Members	29	29
Workforce Investment Act Adults	4,950	375,564
Workforce Investment Act Dislocated Workers	4,902	139,661
Workforce Investment Act Older Youth (18-21)	946	23,972
Workforce Investment Act Younger Youth (14-18)	3,478	47,463

Anticipated Changes In Service Area Customer Base

There is also likely to be a greater focus on increasing the services provided to participants that are hardest to serve. These individuals typically have a higher service cost based upon greater needs, thereby limiting the numbers served. This must be balanced with a continued demand to serve and better link with the economic development community.

The Base Realignment and Closure (BRAC) process also has the potential to increase the demand for workforce development services as Virginia's significant civilian workforce that supports the Military is likely to be impacted. The extent is not yet known until the BRAC recommendations are final. Preliminary numbers as of June 13, 2005, indicate some 19,000 civilian job losses will occur as an end result of BRAC.

Service Area Partners

134 Local Elected Officials

Service Area Partners

Nine State Agencies that partner in the One Stop Delivery System (DRS, DBVI, DSS, DOE, VCCS, DHCD, DOA, DOLI and DBA

Service Area Partners

Seventeen (17) Local Workforce Investment Boards

Service Area Partners

US Department of Labor, Employment and Training Administration

Service Area Plan

Virginia Employment Commission

Workforce Development Services (47003)

Service Area Products and Services

- Initially, customers of the Virginia WORKforce Network are provided core services provided in Sector Areas 47001 (Job Placement) and 47002 (Unemployment Insurance Services), along with core services of other partner agencies.

For WIA Adults and Dislocated Workers, Trade Participants and Veterans, when it is determined through initial assessment that the individual is unable to obtain/retain employment through core services, these intensive services will be provided based upon established policies on priority of services.

- ☐ Comprehensive and specialized assessments of skill levels and service needs that may include diagnostic testing and in-depth interviewing to identify employment barriers and employment goals,
- ☐ Development of an individual employment plan to identify the employment goals and appropriate combination of service for the participant to achieve the employment goals,
- ☐ Group counseling,
- ☐ Individual counseling and career planning,
- ☐ Case management for customers seeking training services, and
- ☐ Short-term prevocational services, including development of learning skills, communication skills, punctuality, personal maintenance skills and professional conduct to prepare individuals for unsubsidized employment or training.

When it has been determined, by interview, evaluation or assessment or case management, that these individuals are unable to obtain/retain employment through intensive services.

- ☐ Occupational skill training, including training for non-traditional employment,
- ☐ On-the-job training,
- ☐ Programs that combine workplace training with related instruction, which may include cooperative education programs,
- ☐ Training programs operated by the private sector,
- ☐ Skill upgrading and retraining,
- ☐ Entrepreneurial training,
- ☐ Job readiness training,
- ☐ Adult education and literacy activities provided in combination with other skill training services listed above, and
- ☐ Customized training conducted with a commitment by an employer or group of employers to employ those who successfully complete training.

For WIA youth:

- ☐ Tutoring, study skills training, and instruction, leading to completion of secondary school, including dropout prevention strategies;
- ☐ Alternative secondary school services;
- summer employment opportunities that are directly linked to academic and occupational learning;
- ☐ Paid and unpaid work experiences, including internships and job shadowing;
- ☐ Occupational skill training;
- ☐ Leadership development opportunities, which may include community service and peer-centered activities encouraging responsibility and other positive social behaviors during non-school hours; supportive services;

Service Area Plan

Virginia Employment Commission

Workforce Development Services (47003)

Service Area Products and Services

- ❑Adult mentoring for the period of participation and a subsequent period, for a total of not less than 12 months;
- ❑Follow-up services for not less than 12 months after the completion of participation, as appropriate; and
- ❑Comprehensive guidance and counseling, which may include drug and alcohol abuse counseling and referral, as appropriate.

For Veterans:

- ❑Conduct outreach activities with the purpose of locating candidates who could benefit from intensive services and market these services to potential clients in programs and places such as the following:
- ❑Vocational Rehabilitation and Employment (VR&E)
- ❑Homeless Veterans Reintegration Project (HVRP).
- ❑Department of Veterans Affairs (VA) hospitals and Vet Centers.
- ❑Homeless shelters
- ❑Civic and service organizations
- ❑Partners through the Workforce Investment Act (WIA)
- ❑State Vocational Rehabilitation Agencies
- ❑Capacity building of Other service providers and awareness of Veterans Programs
- ❑Advocacy services for Veterans

For Employers through Rapid Response:

- ❑Information briefings, assignment of workforce transition teams, layoff aversion strategies and assistance with setting up an on-site Resource Center

For individuals through rapid response:

- ❑Job Search Assistance may include accessing community resources, job application and resume preparation, assessing accomplishments and skills, resume development lab, interviewing skills, effective interviewing techniques, practice interviewing lab and coping with job loss. These services are available through Rapid Response in a group format.
- ❑Assistance is provided in coordinating the mass filing of Unemployment Insurance claims and the registration for Job Services.
- ❑Labor Market Information will be furnished to all registrants, including Emerging and Demand Occupations. Job Postings will also be made available through multimedia and technology.
- ❑Group Stress Management Seminars shall be made available on a regular and/or as needed basis. The focus of these seminars will be to develop strategies for managing the stress associated with job loss, its impact on the family unit and on maintaining community relationships.
- ❑Group Financial Management Seminars primarily focus on assisting affected workers in developing financial planning skills in order to maintain household and consumer finances. A specific focus will be on negotiating manageable payment schedules with mortgage, finance and various lending institutions.

For the Virginia Workforce Council, staff-work necessary to:

- ❑Provide policy advice to the Governor on workforce and workforce development issues;
- ❑Provide policy direction to local workforce investment boards;
- ❑Identify current and emerging statewide workforce needs of the business community;

Service Area Plan

Virginia Employment Commission

Workforce Development Services (47003)

Service Area Products and Services

- Forecast and identify training requirements for the new workforce;
- Create strategies that will match trained workers with available jobs;
- Provide an annual report to the Governor concerning its actions and determinations above;
- Create procedures, guidelines, and directives applicable to local workforce investment boards and the operation of one-stops, as necessary and appropriate to carry out the purposes of this article.

Factors Impacting Service Area Products and Services

As need continues to exist for services in an environment of shrinking funding levels, it can be expected that the relationships between partner agencies will move more towards increased integration of services and resources.

In addition, the affects of the Base Realignment and Closure (BRAC) process may place additional demand for workforce development services to serve civilian individuals who lose their jobs as a result of military realignment.

Anticipated Changes To Service Area Products and Services

While service area products and services are likely to remain unchanged, the delivery methods are likely to change. To the extent that one stop center locations are determined by local boards, service delivery mechanisms may change throughout the year, which may require relocation of staff or out-stationing of staff to ensure that products and services remain available for customers. Changes in technology such as new methods for UI filing and job service registration may also impact service area locations.

Service Area Financial Summary

This service area is funded by federal grants. FY 2005 federal revenue for this service area was approximately \$40.3 million. Over 90% of this revenue was passed-through to the local government grant recipients.

	<u>Fiscal Year 2007</u>		<u>Fiscal Year 2008</u>	
	General Fund	Nongeneral Fund	General Fund	Nongeneral Fund
Base Budget	\$0	\$41,240,772	\$0	\$41,240,772
Changes To Base	\$0	\$6,344,945	\$0	\$6,344,945
SERVICE AREA TOTAL	\$0	\$47,585,717	\$0	\$47,585,717

Service Area Plan
Virginia Employment Commission
Workforce Development Services (47003)

Service Area Objectives, Measures, and Strategies

Objective 47003.01

To match citizen job seekers and workers with the jobs available and in demand in the employer community by providing a well-trained workforce through the collaborative efforts of a state workforce system.

This Objective Supports the Following Agency Goals:

- Lead the development and implementation of the state workforce system.

This Objective Has The Following Measure(s):

- **Measure 47003.01.00**

Employment Retention Rate. Retention rate for adult customers that enter employment after completion

Measure Type: Outcome **Measure Frequency:** Quarterly

Measure Baseline: 80% (FY2005)

Measure Target: Equal to or greater than 80%

Measure Source and Calculation:

Quarterly data collected and reported to the U.S. Department of Labor based on participant information and matched against Unemployment Insurance Wage Records

Objective 47003.01 Has the Following Strategies:

Service Area Plan

Virginia Employment Commission

Workforce Development Services (47003)

- ·☐Facilitate the coordination and consolidation of VEC's seven workforce programs along Federal lines, pending legislative changes, while providing workforce services and facilitating training along a continuum of collaborative activities.
- ☐Provide staff leadership to support the further building of a collaborative workforce system among partners through integrated programs and workforce services.
- ☐Diligently enforce VWC policy to effect workforce system impact and oversight in all areas including individual assessment, core and intensive services requirements, and training in demand occupations.
- ☐Provide training and technical assistance on a broad range of topics, including maximizing MOU relationships, intended to facilitate the further building of a collaborative workforce system with integrated workforce services.
- ☐Conduct routine meetings with state agency staff of workforce partner agencies intended to facilitate the building of an integrated local workforce delivery system.
- ☐Provide training and technical assistance to the LWIBs on the linking of workforce development with economic development.
- ☐Provide oversight for accountability across the Virginia Workforce Network.
- ☐Maintain a mechanism for assessing customer satisfaction, including that of employers, job seekers, and workers who receive services from the Virginia Workforce Network.
- ☐Work with system partners to facilitate enhanced service delivery to all youth in need, regardless of their entry point into the system by establishing a mechanism and process that will ensure information sharing in a timely manner, cross-staff training, joint informational materials, continuation of building trust and confidence, and providing useful and evidenced-based information to policy makers concerning issues and problems of providing services and training to the neediest youth in Virginia.

Service Area Plan

Virginia Employment Commission

Workforce System Organization Services (47004)

Service Area Background Information

Service Area Description

This service area implements the demand-driven workforce development system that produces a workforce with the required skills to maintain and enhance the state and regional economies. Products and services include:

- Single point of entry for workforce and career services for employers, workers and job seekers (one stop workforce service delivery system).
- Timely data collection and analysis of state and workforce area demographic, economic and educational trends.
- Capacity building for all partners, such as training, technical assistance, professional certification and conferences.
- Linking workforce development strategies with economic development initiatives.
- Linkages with mandatory and optional workforce service delivery partners, such as other state/local agencies, education providers, and local government officials
- Strategic planning to create systems change to better meet the workforce development needs of employers and other customers.
- Workforce systems policy development for statewide strategic direction, consistency and efficiency.
- Support the Office of the Governor's Special Advisor for Workforce Development.
- Workforce Information Services
- Also, included are the administrative and support services necessary to support the functions of this service area.

Service Area Alignment to Mission

This service area directly aligns with the agency's mission to promote economic growth and stability by delivering and coordinating workforce services to include policy development, workforce information, partnering with our stakeholders and embracing innovative solutions and technology.

Service Area Plan

Virginia Employment Commission

Workforce System Organization Services (47004)

Service Area Statutory Authority

P.L. 105-220, Section 106 establishes the purpose of the Workforce Investment Act (WIA), which is to provide workforce investment activities, through statewide and local workforce investment systems. Further, Section 111 provides that the Governor shall establish a State Workforce Investment Board to assist in the development and continuous improvement of a statewide system of workforce activities to be carried out through a one-stop delivery system (Virginia Workforce Network).

Section 121 of P.L. 105 provides that the following federal programs are mandatory partners in the one-stop delivery system: Wagner-Peyser; Trade Adjustment Assistance; Veterans E&T; WIA Title I Adult, Youth & Dislocated Worker Programs; Unemployment Insurance; Adult Education & Literacy; Title V of the Older Americans Act; Carl Perkins postsecondary Career & Technical Education; Community Services Act E&T; Title I of the Rehabilitation Act; and HUD E&T activities. Further § 2.2-2670 of the Code of Virginia add TANF/VIEW and Food Stamp E&T as mandatory partners in the state's one-stop system. The VEC administers 5 of these mandatory partner programs.

Section 301 of P.L. 105, provides that all job search, placement, recruitment, labor employment statistics, and other labor exchange services authorized under the Wagner-Peyser Act, shall be provided as part of the one-stop delivery system.

§ 2.2-2669 of the Code of Virginia establishes the Virginia Workforce Council as the State WIA Board and as a policy council to assist the Governor in meeting workforce training needs in the Commonwealth. This statute also designates the VEC as staff to the Council as directed by the Secretary of Commerce.

Further, § 2.2-2670 provides that the Secretary of Commerce and Trade, and at his direction, the VEC is responsible for the coordination of the Virginia Workforce Network and the implementation of the WIA. The VEC serves as fiscal agent for the Council and the WIA.

§ 2.2-435.3 of the Code of Virginia establishes the responsibilities of the Governor's Special Advisor for Workforce Development, whereby the VEC provides extensive staff support for the Special Advisor's Office specifically as it relates to developing and assisting in the implementation of workforce policies and plans and recommending revisions to program direction to further the effective coordination of workforce and career development resources

Service Area Plan

Virginia Employment Commission

Workforce System Organization Services (47004)

Service Area Customer Base

Customer(s)	Served	Potential
Employers	15,000	200,000
General Assembly	40	140
Governor	1	1
Incumbent Workers	3,800	10,000
Job Seekers	340,000	500,000
Local Elected Officials	200	900
Local partners	100	400
Secretaries of Education, Health & Human Resources and Public Safety	3	3
Secretary of Commerce & Trade	1	1
State partners	5	15
State, regional & local economic development professionals	50	150
US Department of Labor(National and Regional)	2	2
Virginia Workforce Council	29	29
Workforce Investment Boards (WIBs)	17	17

Anticipated Changes In Service Area Customer Base

Factors Impacting Customer Base

·□ As the emphasis on workforce system building escalates at the state and national level, the Virginia Workforce Council and the new Administration will raise the service delivery expectations of customers and stakeholders.

·□ The continued need for timely data collection and analysis of state and regional demographic, economic, and educational trends impacts the customer base.

Anticipated Changes in the Customer Base

·□ The WIA reauthorization bill calls for more services for the disabled, hard-to-serve small businesses, and greater collaboration with Small Business Development centers. This will affect state workforce policies and service strategies and interventions at the local level.

Service Area Plan

Virginia Employment Commission

Workforce System Organization Services (47004)

Service Area Partners

Economic Development

Service Area Partners

Federal Agencies that oversee mandatory state partners

Service Area Partners

Local Elected Officials

Service Area Partners

Local WIBs

Service Area Partners

Mandatory state program partners in the Virginia Workforce Network

Service Area Partners

Virginia Workforce Council

Service Area Plan

Virginia Employment Commission

Workforce System Organization Services (47004)

Service Area Products and Services

- ☐ Single point of entry
The VEC actively supports and participates in the creation of a statewide system of comprehensive and satellite one-stops that will result in employers, workers, and job seekers having a single point of entry for workforce and career services. Currently (July 2005) 30 of the 40 VEC Workforce Centers are designated as comprehensive centers, 2 are designated as 'emerging centers', and 4 others are designated as satellite centers, for a total of 36. Therefore 90% of VEC Workforce Centers are direct service delivery sites in the statewide one-stop workforce service delivery system. Thru these 36 sites and the 4 non-designated VEC Workforce Centers customers have access to a range of services.

Employers have universal access to the state's largest pool of qualified workers and job seekers and related services to support their workforce and economic development needs. Such services include:

- o ☐ Assistance in finding qualified workers, including job listing and applicant screening services;
- o ☐ Interview facilities;
- o ☐ Information on and referral to business start-up, retention, and expansion services;
- o ☐ Information on and referral to customized training programs; and
- o ☐ Information on labor markets, workplace accommodations, and tax credits for new hires.

Workers and job seekers have universal access to services designed to prepare them for job search, job advancement, and/or career change. Such services include:

- o ☐ Access to the state's largest database of job openings;
- o ☐ Job, career, and skill self-assessment tools and other assessment services;
- o ☐ Career, job, and labor market information;
- o ☐ Resume writing software and support materials;
- o ☐ Directories of human service agencies and employers; and
- o ☐ Information on and/or direct assistance obtaining occupational and on-the-job training available thru the system.

VEC as a lead partner in the state workforce system in addition to WIA Title IB programs administers the following critical employment and training programs:

- o ☐ Job Service (JS);
- o ☐ Unemployment Insurance (UI), including the work search;
- o ☐ Reemployment Services Orientation (RSO) program and Reemployment and Eligibility Assessment (REA) program for UI claimants;
- o ☐ Disabled Veterans Outreach Program (DVOP) and Local Veterans Employment Representative (LVER) programs;
- o ☐ Trade Act program;
- o ☐ Rapid Response program to deliver assistance to employers and workers experiencing layoffs;
- o ☐ Work Opportunity Tax Credit (WOTC) and Welfare-to-Work Tax Credit (WtWTC) program; and
- o ☐ Migrant and Seasonal Farmworkers (MSFW) and Agricultural Placement Program.

Services are delivered thru a 3-tiered service strategy for labor exchange Job Service services and VEC administered programs for employers, workers, and job seekers. The levels include: (1) self-service, (2) facilitated self-help services, and (3) staff assisted services. Levels (1) and (2) are generally offered thru well-equipped and resourced Resource Rooms and via the Internet.

Service Area Plan

Virginia Employment Commission

Workforce System Organization Services (47004)

Service Area Products and Services

Our Automated Labor Exchange (ALEX) provides a search capability for statewide listings of job openings and is accessible from our Resource Rooms and via the Internet. All other VEC sponsored web accessible information systems are available on the VEC website.

·□ Workforce area data collection and analysis

Workforce information products and services focuses on activities in six high-priority activity areas: (1) populate the ALMIS database; (2) produce long-term state- and regional-level industry and occupational employment projections and short-term state-level forecasts; (3) develop occupational analyses products; (4) provide information and support to state and local Workforce Investment Boards (WIBs); (5) maintain and enhance electronic state workforce information delivery systems; and (6) support state workforce information training activities. The ALMIS database for Virginia (Virginia's Electronic Labor Market Access—VELMA), allows employers, WIBs, agencies, and workers to obtain more in-depth information for formulating plans, curriculums, career decisions and work/training opportunities. The long- and short-term industry and occupational employment projections are often used to assist clients/students in making career, education, and training choices. Additionally, the VEC develops the US DOL Workforce Information Core Products & Services Plan in conjunction with the Virginia Workforce Council.

Products developed to provide information and support to state and local WIBs, specifically, are: Community Profiles-Demand Planning- an accurate, valid, and consistent document that fulfills state/federal mandates for strategic planning and decision-making; and the Local Employment Dynamic Pilot Project: gives aid to WIBs, economic developers, and business in their efforts to expand Virginia's industry base and strengthen competitiveness. It allows users to analyze business, applicant and commuting patterns, and aids in establishing a better economic picture of an area. Specialized reports, graphs, and charts are developed upon request. These may include GIS maps, statistical data, and analysis of specialized areas of study. Impact studies, outlook reports, and studies of specific occupations or industries (i.e. Virginia Nurse's Study) are also available by request.

·□ Capacity building

Through training and contracting for training, the VEC provides technical assistance, professional development opportunities, informational seminars, annual meetings, and conferences for the workforce system. The purpose is to build the capacity of the key players in the workforce system to ensure consistency Center staff competency, appearance, delivery of quality services and accountability across the state. The key players are: Virginia Workforce Council; state staff; state partners; local Workforce Investment Boards (WIBs); Local Elected Officials (LEOs); Virginia Workforce Network Center staff; Youth Councils; local partner programs; and local economic development professionals. A variety of mediums and methods are used to reach the widely diverse audiences and different levels of expertise. The VEC also developed the marketing RFP for the Virginia Workforce Network.

·□ Linking workforce development strategies with economic development initiatives.

□ Identification, development & implementation of sectoral and industry cluster strategies.

□ Biennial workforce & economic development summit and other collaborative educational efforts.

□ Innovative strategies for meeting the workforce needs of new & existing business.

□ Workforce & economic development regional strategies targeted to high-growth industries.

Service Area Plan

Virginia Employment Commission

Workforce System Organization Services (47004)

Service Area Products and Services

- Linkages with mandatory and optional workforce service delivery partners

Lead by the Secretary of Commerce & Trade, the VEC works with the mandatory partner programs and respective Secretaries to provide cross-cutting guidance, policies and training initiatives. An example is the State Memorandum of Understanding (MOU) developed for the Secretaries of Commerce & Trade, Education and Human Resources, which sets forth the terms of agreement for cooperation and consultation with regard to the implementation of the WIA by the partner programs in Virginia and provides a model for local MOU preparation. Monitoring, assessment and revisions of program integration efforts is required.

- Strategic planning to create systems change

Led by the Virginia Workforce Council, the VEC and other state agencies form teams to provide technical assistance, data analysis and consultation to local WIBs for environmental scanning and strategic planning. The VEC also engages in internal strategic planning.

- Workforce systems policy development

The VEC develops systems policies, which impact more than one partner program and support a culture of integration lead by the Virginia Workforce Council and the three Secretaries whose programs are mandatory partners in the workforce system. The VEC also directs a myriad of “pilots and demonstrations” among the WIBs and local partners and contracts for studies to explore optimum service strategies to meet customer needs. The VEC monitors and responds to federal legislation impacting workforce systems.

- Support the Office of the Governor’s Special Advisor for Workforce Development

The VEC provides staff support for all critical efforts of the Special Advisor’s Office, such as developing local governance standards, WIB appointment criteria and Virginia Workforce Network minimum standards. VEC staff serve on teams and work collaboratively for this Office in various capacities, such as working on the Career Readiness Certificate, and revised local planning guidance.

- Workforce Information Services

The VEC provides Workforce Information Services as a product that is available to the general public, Governor, Virginia Workforce Council, Local Workforce Investment Boards, State Agencies, U.S. Department of Labor (USDOL), and other governmental entities. Workforce Information Services, includes the following:

The operation of a shared management information system. The management information system is customer focused with data collection as a by-product of service delivery. This system contains operational data used by the workforce system, such as job orders, case notes, jobseekers, employers, program information, and labor market information. This system maintains the most current, up-to-date workforce information. By sharing data, a citizen or employer, will only have to register once within the workforce system and would be able to receive services via any one-stop center, the Internet, or using the VEC’s Customer Contact Center.

The provision of workforce reporting services. Informational reports, such as performance reports and customer satisfaction surveys, will be produced on a periodic basis. The purpose of these reports is to gauge how well the workforce system is performing within the Commonwealth. These reports are made available to the general public, Executive Branch, Virginia Workforce Council, Local Workforce Investment Boards, and other governmental entities.

Service Area Plan

Virginia Employment Commission

Workforce System Organization Services (47004)

Service Area Products and Services

The provision of communications between state and local workforce system programs. The VEC serves as the information hub for Workforce Services program information for the Local Workforce Investment Boards and other state agencies.

Service Area Plan

Virginia Employment Commission

Workforce System Organization Services (47004)

Factors Impacting Service Area Products and Services

Factors Impacting Service Area Products and Services

- Capacity building needs are expected to increase as the Virginia Workforce Council place a greater emphasis on system building results, Center staff certification, accountability and the next levels of certification for Virginia Workforce Network Centers.
- Stakeholder expectations for access to a wide-range of services will increase as the workforce system matures.
- Increasingly in the last three administrations, each new Governor has extended the expectations of the workforce system regarding the state's economic development strategic plan. We anticipate that the next Governor will understand the critical link between supply and demand. Additionally, the new Secretary of Commerce & Trade plays a key role in the state leadership and momentum of the development of Virginia's workforce system.
- The WIA reauthorization bills require partner fund sharing to support the Virginia Workforce Network infrastructure. This will provide an integrated funding structure for administration of the Virginia Workforce Network.
- In order to create a data warehouse to support the eight "system performance measures" adopted by the Virginia Workforce Council, the Council or the Secretary of Commerce & Trade must direct the VEC to take the lead in the data sharing and system access agreements that will be required of multiple state agencies.
- Requests for VEC products and services will continue to expand as Internet use and the need for more localized, detailed and up-to-date workforce information continues to grow.
- Current and projected reductions in federal administrative grants will affect VEC products, services, and manpower.

Service Area Plan

Virginia Employment Commission

Workforce System Organization Services (47004)

Anticipated Changes To Service Area Products and Services

- Statewide marketing of the workforce system is expected to increase employer, workers and job seeker demand for services. Additionally, the reauthorization of the WIA will place greater demands on the system.
- The WIA reauthorization bills improve the relevance and level of services in the workforce system with economic developments. The different philosophical foundations of workforce and economic development expand this challenge. The new Governor and Secretary of Commerce & Trade will be key in continuing the measured progress between these two functions.
- With the infrastructure costs of the Virginia Workforce Network being shared between all of the partners, it will be easier to foster other methods of service integration, such as service delivery organization, embracing the Virginia Workforce Network brand and consistent messaging to the system and the public.
- The Virginia Workforce Council will continue to lead the drive for the “system and integration” message as the underpinning for Virginia’s workforce system. We can expect more interest and emphasis on integrated web sites, marketing materials and incentives for services integration and regional cooperation.
- The VEC will add additional products and services to the Workforce System Organization Services service offering. The following new product will be added to our service offering:
 - .□The operation of a workforce decision support system. A data warehouse will be implemented that will contain recent and historical workforce information. The data warehouse will allow decision makers to analyze the performance of the workforce system (all of the partner programs) within the Commonwealth against common measures. Decision makers, such as the Governor, Virginia Workforce Council, Secretaries, Agency Heads, and Local Workforce Investment Boards, will have the ability to run ad hoc queries and management reports from their computer desktops.
 - .□The development of a secure messaging facility for transmitting secure message content via the Internet. The purpose of this facility is to protect the confidentiality of customer data by using secure messaging protocols to protect data. Rather than using E-mail, which is not secure, this facility will use encryption services to transmit information. The general public and Local Workforce Boards will use this facility to transmit data securely and confidentially between their computer systems and the shared management information system.
- Continue to update and provide more data on the web site as demand for products and services continue to grow.
- Continue to participate in the development of and training in new data systems as customers continue to demand more and different information.
- Establish online seminars (webinars) to use for training workforce and economic development professionals.
- Utilize the LMI Institute to the fullest extent for workforce and economic development-related training.
- A Job Vacancy Survey and an Employer Benefits Survey are currently being developed in the Labor Market and Demographic Analysis section of EIS.

Service Area Plan

Virginia Employment Commission

Workforce System Organization Services (47004)

Service Area Financial Summary

This service area is funded by federal grants. FY 2005 federal revenue for this service area was approximately \$7.7 million.

	<u>Fiscal Year 2007</u>		<u>Fiscal Year 2008</u>	
	General Fund	Nongeneral Fund	General Fund	Nongeneral Fund
Base Budget	\$0	\$6,575,447	\$0	\$6,575,447
Changes To Base	\$0	\$1,961,033	\$0	\$1,961,033
SERVICE AREA TOTAL	\$0	\$8,536,480	\$0	\$8,536,480

Service Area Plan

Virginia Employment Commission

Workforce System Organization Services (47004)

Service Area Objectives, Measures, and Strategies

Objective 47004.01

Integrate workforce services at the state level and workforce service delivery at the local level.

The development of an integrated workforce development system is of critical importance to ensure the State's ability to: train more workers; design a job training program and service delivery system that trains workers for the 21st century economy; rationalize the way to deliver related services; achieve better results; and achieve greater flexibility in state administration. Virginia's workforce system must be responsive and agile enough to anticipate the changing skill needs driven by innovation and technology. In an integrated, highly flexible coordinated workforce system, which is linked to economic development, the VEC can meet the needs of business while ensuring that workers receive training they need to find new or better jobs. This system would be more responsive to the needs of employers, workers and job seekers.

This Objective Supports the Following Agency Goals:

- Lead the development and implementation of the state workforce system.

This Objective Has The Following Measure(s):

• **Measure 47004.01.00**

Percentage of comprehensive Virginia Workforce Centers in VEC facilities which have integrated service

Measure Type: Outcome

Measure Frequency: Annually

Measure Baseline: New Measure. Baseline data not available. Baseline will be established using FY2007 data.

Measure Target: Exceed FY07 baseline by 10%

Measure Source and Calculation:

The measure is calculated using a review system to evaluate each centers implementation of each new standard. The number of centers implementing all standards by the deadline is totaled. This total is then compared to the total number of comprehensive Virginia Workforce Network Centers in Virginia.

Objective 47004.01 Has the Following Strategies:

- 1. ☐ In coordination with the Workforce Council, develop and implement the next level of standards for all comprehensive Virginia Workforce Network Centers.
 2. ☐ Provide incentives to reward Centers that are accomplishing phases of services integration.
 3. ☐ Enhance the marketing of the "Virginia Workforce Network".

Objective 47004.02

Identify, obtain, and leverage resources to promote economic growth and provide quality workforce services

The development of an integrated workforce development system is of critical importance to ensure the State's ability to: train more workers; design a job training program and service delivery system that trains workers for the 21st century economy; rationalize the way to deliver related services; achieve better

Service Area Plan

Virginia Employment Commission

Workforce System Organization Services (47004)

results; and achieve greater flexibility in state administration. Virginia's workforce system must be responsive and agile enough to anticipate the changing skill needs driven by innovation and technology. In an integrated, highly flexible coordinated workforce system, which is linked to economic development, the VEC can meet the needs of business while ensuring that workers receive training they need to find new or better jobs. This system would be more responsive to the needs of employers, workers and job seekers.

This Objective Supports the Following Agency Goals:

- Develop a high performance and customer focused agency workforce.

This Objective Has The Following Measure(s):

- **Measure 47004.02.02**

Customer satisfaction rate with Virginia Workforce Network System.

Measure Type: Outcome **Measure Frequency:** Annually

Measure Baseline: New measure baseline data not available. Baseline will be established using FY06 data.

Measure Target: Exceed FY06 baseline by 1% in FY07

Measure Source and Calculation:

This measure is calculated based on the degree of employer customer satisfaction with the Virginia Workforce Network system. Data is derived from customer satisfaction surveys conducted by Virginia Commonwealth University. The survey addresses satisfaction of employers who use the Virginia Workforce Network Centers. The number of customers expressing satisfied or higher is counted as a percent of the total questionnaires received from customers.

Objective 47004.02 Has the Following Strategies:

- 1. ☐ Collaborate on training opportunities, seminars, and an annual summits and conferences to foster linkages.
 2. ☐ Implement an incumbent worker program to target high growth jobs.
 3. ☐ In coordination with state and local program leaders, develop a data warehouse system to track data from various programs needed to measure performance.

Service Area Plan

Virginia Employment Commission

Economic Information Services (53402)

Service Area Background Information

Service Area Description

Virginia's labor market information system is an essential part of its economic infrastructure, providing information about employment, jobs, and workers to a wide range of users. In cooperation with the Bureau of Labor Statistics and other federal agencies, the VEC produces this information.

·□ VEC's EIS Division collects, analyzes and publishes data relating to all aspects of Virginia's labor market. The many users of this information include employers, jobseekers, policy makers and analysts, economic developers, economists, and planners.

·□ The data collected and reported by the EIS Division includes Current Employment Statistics; Covered Employment and Wages; Local Area Unemployment Statistics; Occupational Employment Statistics and Wages; and Mass Layoff Statistics. The State Data Center, which develops Virginia's population projections and is a repository of census information, is another of the VEC's economic information programs.

·□ VEC economists prepare economic forecasts and analyze recent trends for inclusion in various agency publications. Two capabilities of the EIS Division are economic impact analyses using the Impact Analysis for Planning Model and Geographic Information Systems mapping.

·□ Staff provides economic and demographic information and analysis on request, or customers may access labor market information through Virginia's Electronic Labor Market Access System on the VEC's website (<http://www.VaEmploy.Com/>).

·□ The EIS Division is also responsible for the statewide employment statistics system under the Workforce Investment Act of 1998.

·□ Also, included are the administrative and support services necessary to support the functions of this service area.

Service Area Alignment to Mission

This service area directly aligns with the VEC's mission to promote economic growth and stability by providing workforce information.

Service Area Plan

Virginia Employment Commission

Economic Information Services (53402)

Service Area Statutory Authority

- Title 60.2 of the Code of Virginia, The Virginia Unemployment Compensation Act, sets forth the responsibilities for this service area of the agency. Section 113 establishes requirements to coordinate and conduct labor market information research studies, programs, and operations, including the development, storage, retrieval, and dissemination of information on the social and economic aspects of the Commonwealth and publish data needed by employers, economic development, education and training entities, government and other users in the public and private sectors. Section 114 establishes requirements for employer records and reports.
- 29 U.S. Code, Section 2 authorizes the collection of labor market information in cooperation with the Bureau of Labor Statistics.
- The Social Security Act of 1935 and the Federal Unemployment Tax Act are the sources of statutory authority for the unemployment insurance system and establish the framework for administering and financing the UI system.
- Wagner-Peyser Act, 29 U.S.C. 49, as amended by the Workforce Investment Act of 1998 establishes the requirement to collect, analyze, and disseminate information on State and local employment opportunities and other appropriate statistical data related to labor market dynamics, as part of a U.S Department of Labor nationwide employment statistics system and as part of the One-Stop customer service system. This includes statistics on employment and unemployment status of national, state, and local populations; industrial distribution of occupations, current and projected employment opportunities, wages, benefits, and skill trends by occupation and industry; and statistical data on workers displaced by permanent layoffs and plant closings.
- Workforce Investment Act: Section 127 establishes the parameters for the distribution of funds at the national level to fund WIA Title I-B Youth programs. Section 128 establishes the requirements for allocating WIA Title I-B Youth funds to the local workforce areas and for use in statewide activities. Section 132 establishes the parameters for the distribution of funds at the national level to fund WIA Title I-B Adult and Dislocated Worker programs. Section 133 establishes the requirements for allocating WIA Title I-B Adult and Dislocated Worker funds to the local workforce areas and for use in statewide activities.

Service Area Customer Base

Customer(s)	Served	Potential
Academic/Research	21,800	58,500
Business	129,800	2,751,300
Community-Based Organizations/Non-Profit	6,400	40,800
Government	163,200	646,000
Media	6,000	10,100
Private Citizens	69,900	5,858,000

Anticipated Changes In Service Area Customer Base

Due to new data systems such as the Skills-Based Projection System and Local Employment Dynamics (LED) – On the Map and existing data systems such as VELMA and LED, the customer base is expected to continually increase.

Service Area Plan

Virginia Employment Commission

Economic Information Services (53402)

Service Area Partners

Census Bureau

Service Area Partners

Community Colleges

Service Area Partners

Department of Business Assistance

Service Area Partners

Department of Education

Service Area Partners

Department of Labor and Industry

Service Area Partners

Department of Social Services

Service Area Partners

Economic Development Partnership

Service Area Partners

Federal Reserve

Service Area Partners

Governor

Service Area Partners

Legislature

Service Area Partners

local school systems

Service Area Partners

other governmental agencies

Service Area Partners

other states

Service Area Partners

Secretary of Commerce and Trade

Service Area Partners

U. S. Department of Labor

Service Area Partners

Universities

Service Area Plan

Virginia Employment Commission

Economic Information Services (53402)

Service Area Products and Services

- §□ Collect and report to the Bureau of Labor Statistics the following labor market information:
 - Local Area Unemployment Statistics
 - Covered Employment and Wages
 - Current Employment Statistics
 - Occupational Employment Statistics and Wages
 - Mass Layoff Statistics
- §□ Lead state agency in federal-state State Data Center cooperative program. The VEC's State Data Center is a repository of census information and develops Virginia's population projections.
- §□ Compile and transmit approximately 42 federally mandated UI reports to the U.S. Department of Labor.
- §□ Update and maintain the Labor Market Web Site, Virginia's Electronic Labor Market Access System (VELMA), and ALMIS database:
 - The Labor Market Information Web Site includes the monthly unemployment press release, the monthly nonfarm employment press release, occupational wage sources, population projections, Virginia's Top 50 Employers, Characteristics of the Insured Unemployed, Industry by Size, Unemployment Insurance Payments, Local Employment Dynamics Program, Community Profiles, 2000 Census Data, Affirmative Action Planning Data, various publications, and a link to the VELMA system.
 - The VELMA system is designed to provide access to various elements of labor market information collected and stored in Virginia's database, which is structured around the ALMIS (America's Labor Market Information System) data format. The information helps gauge Virginia's status in areas such as economic development, career counseling, curriculum development, creation of training programs, and community growth studies.
- §□ Develop and distribute the following publications/products:
 - Monthly Unemployment Press Release and Jobs Press Release
 - Virginia Economic Indicators: A quarterly publication that depicts the movement of Virginia's key economic indicators in graphic and tabular form with accompanying narrative analysis.
 - Economic Assumptions for the United States and Virginia: An annual publication with economic forecasts and reviews of recent trends for the nation and state.
 - Occupation Guide: Electronic formatted description of approximately 200 occupations. The information given for each occupation includes related codes (CIP and O*Net/SOC); occupation description; related occupations; hiring industries; related studies; occupational projections and wages for the State, MSAs, and the 17 WIAs; KSA; licensing information; and general occupational duties.
 - Mid-Atlantic Guide to Information on Careers (MAGIC): The new version of the MAGIC tabloid includes more information on Rapid Response and Dislocated Workers, in addition to the standard career development and job hunting information pertinent to all WIA clients in Virginia.
 - Community Profiles: The graphic overview of economic and demographic information now includes reports for the 17 workforce investment areas in addition to the 134 counties and cities, and the MSAs.
 - The Forum: A quarterly newsletter that contains information on training, new and upgraded products, an order form for products, and informational articles, graphs and charts. It is sent out to each of the WIBs.
 - Virginia Job Outlook: Contains data on occupations with the greatest number of annual openings broken out by education level. The annual number of openings and the average annual salary are given for the top 15 occupations in each education level.

Service Area Plan

Virginia Employment Commission

Economic Information Services (53402)

Service Area Products and Services

- Virginia Business Resource Directory: A comprehensive guide to the types of assistance available to current and prospective business owners. This publication focuses on the key business areas of management, money, and marketing.
- Virginia Labor Market Information Directory: This directory is a list of publications, newsletters, summaries, career development products, and data delivery systems available at the VEC.
- Top 50 Employers: A listing of the fifty largest employers in each workforce investment area is produced on a quarterly basis, along with birth/death information on businesses.
- One page facts sheets for: Education Pays (illustrates the relationship between education, earnings, and unemployment); Eight Keys to Employability; Jobs with Fast Growth, High Pay, and Low Unemployment; and the Ten Most-Wanted Skills.
- High School Graduate vs. High School Dropout bookmarks and pocket resumes are updated each year and sent to the WIBs to be handed out to clients.
- Three posters have been developed, produced, and distributed, upon request, to WIBs: Workplace Skills Needed, Interview Tips, and Visualize: Starting Your Own Business.
- §□ Perform economic analyses and studies:
 - Determine areas of substantial unemployment for the State and WIBs.
 - Determine WIA Funding Formula Allocations.
 - Conduct surveys including customer satisfaction survey and employer benefit survey.
 - Develop, produce, and distribute Industry and Occupational Employment Projections on State and WIB level.
 - Conduct analyses for WIB Demand Plans.
 - Use new skills-based projections system to identify skills supply, demand and potential gaps.
 - Perform analyses of military base closings.
 - Conduct economic impact studies using IMPLAN model.
 - Conduct UI Trust Fund analysis and provide legislative support.
 - Prepare workload projections.
 - Provide support and analysis for profiling program.
 - Conduct geo-coding of local offices, UI recipients.
 - Conduct agricultural wage surveys and compile the data to calculate prevailing wage data for each agricultural activity in each geographic area and to produce reports for ETA.
- §□ Develop material and give presentations to various workforce and economic development professionals.
- §□ Staff various workforce committees and organizations and attend associated meetings.
- §□ Manage the National LMI Training Institute, which provides workforce and labor market training to the LMI and WIB personnel.

Service Area Plan

Virginia Employment Commission

Economic Information Services (53402)

Factors Impacting Service Area Products and Services

§ Requests for EIS products and services will continue to expand as internet use and the need for more localized, detailed and up-to-date workforce information continues to grow.

§ Current and projected reductions in federal administrative grants will affect EIS products, services, and manpower. Potential changes in federal legislation could also have an impact on products and services.

§ Retirement of key personnel will also have an impact on EIS products and services.

Anticipated Changes To Service Area Products and Services

§ Continue to update and provide more data on the web site as demand for products and services continue to grow.

§ Continue to participate in the development of and training in new data systems to meet continued customer demand for more and different information.

§ Establish online seminars (webinars) to use for training workforce and economic development professionals.

§ Utilize the LMI Institute to the fullest extent for workforce and economic development-related training.

Service Area Financial Summary

This service area is primarily funded by federal grants and the agency's Special Unemployment Compensation Administration fund. FY 2005 revenue from federal grants was approximately \$1.8M and revenue dedicated from the special fund was \$429,000. General funds are appropriated to cover certain charges from VITA, which are unallowable to federal grants.

	<u>Fiscal Year 2007</u>		<u>Fiscal Year 2008</u>	
	General Fund	Nongeneral Fund	General Fund	Nongeneral Fund
Base Budget	\$1,513	\$2,622,702	\$1,513	\$2,622,702
Changes To Base	\$0	(\$164,744)	\$0	(\$164,744)
SERVICE AREA TOTAL	\$1,513	\$2,457,958	\$1,513	\$2,457,958

Service Area Plan
Virginia Employment Commission
Economic Information Services (53402)

Service Area Objectives, Measures, and Strategies

Objective 53402.01

- ***To compute and release to the public the statewide unemployment rate and the rates for all Virginia cities and counties, according to the schedule established by USDOL.***

Information about employment, jobs, and workers is an essential component of the VEC's mission to promote economic growth and stability by providing workforce information. Timely and accurate labor market information is critical for workforce policy development and planning, program evaluation, and economic development, and is vital to support the development and implementation of a state workforce system. The VEC produces this information in cooperation with the Bureau of Labor Statistics and other federal agencies.

This Objective Supports the Following Agency Goals:

- Lead the development and implementation of the state workforce system.

This Objective Has The Following Measure(s):

- **Measure 53402.01.00**

Data is released in agreement with schedule established by DOL.

Measure Type: Output **Measure Frequency:** Monthly

Measure Baseline: 100% (FY05)

Measure Target: 100% in F07 & FY08

Measure Source and Calculation:

The release schedule established by DOL.

Objective 53402.01 Has the Following Strategies:

- §□ Stay informed of BLS requirements and deadlines.
- §□ Communicate with the regional BLS office on a regular basis to ensure efficient operations.
- §□ Keep technology and systems up-to-date and functioning.
- §□ Recruit, retain, and assign qualified staff to perform and complete tasks in timely and accurate manner.